



FY2012 Kentucky Cultural District Certification Program

Intent to Apply Deadline: July 1, 2011

The Kentucky Arts Council strongly encourages you to read and understand the Kentucky Cultural District Certification Program guidelines and instructions before accessing the application at <http://artscouncil.ky.gov/Opportunities/Cultural/CDsApp.pdf>

The mission of the Kentucky Arts Council is to provide opportunities for the people of Kentucky to value, participate in and benefit from the arts. Like all programs of the arts council, the Cultural Districts Certification Program is guided by the arts council's core values. Successful applications will embody these core values, and all applicants are strongly encouraged to read and reflect upon them before submitting an application.

[Core Values of the Kentucky Arts Council](#)

I. Guidelines

Program Purpose

The purpose of the Kentucky Cultural District Certification Program is to encourage community engagement and partnerships that facilitate the stimulation and promotion of local cultural, economic, community and social assets.

Goals

- To foster local cultural development
- To attract artists and cultural enterprises to local communities
- To utilize the connections between art, historic preservation and agriculture to create vibrant cultural districts featuring authentic local amenities
- To revitalize downtowns and rural areas
- To encourage business and job development
- To establish and promote tourism destinations
- To enhance property values
- To assist in the development of a 21st century creative workforce

Who May Apply

Communities wishing to apply for certification must form a cultural district steering committee that will take formal responsibility for the administration, planning, development, implementation, assessment and continued operations of the district. The lead applicant team must be the local city or county government in partnership with an established local arts organization. The cultural district steering committee should be comprised of local nonprofit or public agencies, institutions and organizations.

Program Description

The Kentucky Cultural District Certification Program will build on the existing arts infrastructure in the Commonwealth and capitalize on those qualities that make Kentucky unique. Kentucky's assets include nationally recognized arts and cultural traditions, value and preservation of historic resources, a strong agricultural heritage and pride in place.

The Kentucky Cultural District Certification Program is designed to showcase each community's unique character and assets. Individual cultural districts can achieve success by promoting local cultural, economic and social assets, revitalizing downtowns and rural areas, attracting cultural tourists, generating business, and stimulating community development. Cultural districts can be effectively developed in small rural areas as well as large urban communities across the Commonwealth.

The Cultural District Certification Program is specifically designed to provide focused training and educational opportunities. Assistance in planning, marketing, programming, identification of grant and incentive opportunities, developing arts education components, and developing and implementing signature events and activities will enhance the operating capacity of the participating communities. Additional services include assisting with the development of a cultural plan or integration of the district's attributes into an existing cultural plan, developing a marketing and branding strategy, and initiating the development of a downtown cultural district master plan. A technical assistance team provided through the program will work with the cultural district to develop specific benchmarks for measuring success.

Benefits of the program include:

- Increased tourism marketing and economic activities that come with being a part of a branded program with a statewide emphasis
- Assistance from state agencies and national experts in the field of arts and cultural economy to further articulate and enhance the vision of the cultural district
- Participation in a statewide marketing and branding initiative; assistance with developing local marketing and branding strategies

- Assistance with planning signature events (examples: gallery hop, downtown open house, festival)
- Information regarding grant and incentive opportunities
- Technical assistance, training and professional development opportunities

An evaluation team will review and assess certified cultural districts once a year to determine the quality of their performance and progress toward benchmarks. At that time, the evaluation team may recommend to the Kentucky Arts Council the removal of authorized certification for non-performing districts.

Once a cultural district receives certification, the certification designation will last for the duration of the program unless the cultural district fails to comply with annual reporting requirements, or the Kentucky Arts Council determines that the cultural district is no longer functioning for the community. Acceptance into the program signifies an ongoing commitment to the development and sustainability of the cultural district.

Requirements

Applicants must attain a local cultural district designation by the governmental body of the community in which the district is located. The designation can be in process when the application is submitted, but evidence of completion must be submitted before the state certification will be officially awarded.

The cultural district area must be distinguished by physical and cultural resources that play a vital role in the life and economic, cultural and social development of a community.

The proposed cultural district must encompass the following:

- An existing arts organization serving as a cultural anchor
- Arts and entertainment enterprises
- Arts and cultural activities and/or artisan production
- Active promotion and preservation of the cultural and educational aspects of the locale
- Contribution to the public's understanding and appreciation through interpretive, educational and recreational programming

The applicant partners will agree to:


Comply with the Kentucky Cultural District Certification policies as established by the Kentucky Arts Council, the state authorizing body, and develop a cultural district steering committee responsible for the management leadership of the district.

The steering committee should include both public and private partners and should be composed of organizations, institutions and agencies dedicated to community economic development, the arts and cultural pursuits, historic preservation, agricultural heritage, and tourism, working as partner stakeholders within the proposed cultural district boundary. Other recommended partners are local community economic development organizations (such as a MainStreet Program or Community Economic Development Corporation), local tourism agencies, chambers of commerce, extension offices and downtown development districts.

The cultural district Steering Committee will:

- Govern and set policy for the development of the cultural district
- Designate a cultural district coordinator/manager who will administer and manage the cultural district on behalf of the steering committee
- Take responsibility for the financial support of the operations and management of the cultural district and ensure that the cultural district meets goals and benchmarks of its state certification.
- Adopt cultural district standards and brand awareness consistent with the state's authorized standards and subsequent marketing and promotion strategies.

Performance Expectations

Your application will be reviewed using the following performance expectations. You may wish to refer to the [Panelist Assessment Sheet](#)  to better understand how your application will be evaluated.

1. Cultural and Strategic Planning (25%)

- Goals, objectives and expected outcomes
- Planning for development and implementation of cultural district
- Completeness and strength of cultural district steering committee
- Strength of working relationship among partners
- Plans for additional cultural assets/enterprises

2. Public Value and Community Support (15%)

- Benefit to the community and surrounding area
- Methods used to determine community interest and gather input

3. Cultural Assets (25%)

- Cohesive and identifiable boundaries of the cultural district
- Number and quality of existing cultural assets/enterprises
- Programming and special events/activities

- Transportation/walking routes
- Accessibility services/features

4. Incentives and Collaborations (15%)

- Available incentives and collaborations
- Development of new incentives and collaborations

5. Sustaining the Cultural District (20%)

- Coordination of cultural, community, tourism and economic development initiatives
- Budget and funding sources

Deadline to Indicate Intent to Apply

The Intent to Apply is required and must be **received at the arts council office by July 1, 2011, no later than 4:30 p.m.** Print and sign the Intent to Apply in red ink and mail, e-mail, fax or deliver it to the arts council. Applicants are encouraged to contact Chris Cathers, program branch manager, before submitting the Intent to Apply.

Panel Meeting

A panel of professionals knowledgeable in subjects including but not limited to arts, culture, historic preservation, tourism, agricultural heritage and community economic development will review all applications according to the performance expectations. Please be aware that panels may be comprised of individuals from both inside and outside Kentucky who may be unfamiliar with the state's organizations and/or communities.

The arts council conducts an open panel review process for this program. This means that applicants and other interested people may, and are encouraged to, attend the panel meeting, listen to the panelists' deliberations and briefly respond to direct questions from the panel. The arts council will send notification of panel dates to applicants after the application deadline.

Arts Council Board Meeting

The panel's recommendations are forwarded to the arts council's governing board for approval.

Program Agreement

Cultural districts that receive state certification through this program enter into an agreement with the Commonwealth of Kentucky. Program agreements must be signed and returned within 15 days of notification.

Cultural District Certification is for the period specified in the program agreement. Participation in the program will begin upon official notification.

The Evaluation team will review cultural districts annually to assess their progress and the quality of their performance. Following review, the Evaluation Committee may recommend to the Kentucky Arts Council the loss of Cultural District authorization for a non-performing district.

Annual Public Value Reports

All certified cultural districts must submit a Public Value Report each year by July 31. The required annual report will assess the economic and community impact of the cultural district on the city, town or larger area it serves. Failure to submit the Public Value Report will result in the removal of the cultural district certification.

Appeals

There are no appeals for this program.

II. Instructions

Please read the following instructions carefully. Failure to follow the steps as outlined may result in your application not being considered for review.

Note: Format requirements enhance the readability of your application for the panelists. Failing to follow these requirements may result in your application being returned or portions of your application being unreadable due to hole-punching, copying, etc.

- All applications must be prepared on a computer and/or typed. **No handwritten applications will be accepted.**
- If you have Internet access and the latest version of Adobe Acrobat Reader, you can open and complete the Application Form using your computer. (Acrobat Reader can be updated or downloaded free by visiting the Adobe website at <http://get.adobe.com/reader>.)
- **Do not** staple applications or enclose them in folders or binders of any kind; use paper clips only.

Instructions for Supplemental and Supporting Materials

All supporting materials submitted should be clearly labeled with the cultural district's name and explanation of the material's significance. **Note: Supporting and supplemental materials will not be returned.**

Maps can be either black and white or color copies and no larger than 11x17 inches. Include a legend and indicate north on each map. The map should be legible, clearly marked and reflect the information in the narrative.

Letters of support and commitment for the cultural district must be included and may be from organizations and entities represented by members of the cultural district steering committee, community, business and education leaders, etc.

Samples of resolutions designating cultural districts, city/county vicinity maps, cultural district maps, and a cultural assets inventory are available for your reference; however, your submission of these required items may be in a different format.

Section by Section Instructions

Click to download the application form: [Application Form](#)

Section I - Applicant Info/ Local Government Partner/ Nonprofit Arts Partner

Fill out this section accurately and completely. All applicants **must** have both a local government and a nonprofit arts partner.

Section II – Application Narrative

Please respond to each of the performance expectations. Include complete information on each item, in the order listed, when composing your narrative. To assist panelists in reading your application, type the heading of each section and the number of each performance expectation above your response to that item.

Section III – Application Checklist

All items included on the application checklist are mandatory. Your application is not complete and will not be reviewed if it does not include all items listed.

Submit Application

Sign the application. Mail a signed hard copy of your application, along with the required number of copies and supplemental materials per the application checklist, to:

Kentucky Arts Council
21st Floor, Capital Plaza Tower
500 Mero Street
Frankfort, KY 40601-1987

For More Information

The arts council welcomes all questions regarding this program and application. For more information, please contact:

Chris Cathers
Program Branch Manager
502-564-3757, ext. 474
E-mail: Christopher.Cathers@ky.gov



Kentucky Arts Council
21st Floor, Capital Plaza Tower
500 Mero Street
Frankfort, KY 40601-1987
Phone: 502-564-3757
Toll-free: 888-833-2787
FAX: 502-564-2839

Send comments or questions to: kyarts@ky.gov

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